(G) a display screen coupled to said sensor to display a plurality of user selectable items in response to input to said data entry unit via said sensor, and wherein said display screen, sensor, antenna, one or more mechanical switches, speaker, power supply, and wireless communications interface are part of a unitary assembly; and wherein:

(H) said data entry unit is configured for a user to make a shopping selection and to request a product available for purchase via a remote processing center, wherein:

(i) by utilizing said communications interface said data entry unit is operable in response to user input: to receive from a remote processing center via a telecommunications network a plurality of user selectable items which correspond to products available for purchase by a user,

(ii) wherein subsequent to said data entry unit receiving said plurality of user selectable items which correspond to products, said display screen is operable to display user selectable items which correspond to products,

(iii) wherein an item is individually selectable from said plurality of user selectable items which correspond to products via said sensor sensing coded data, wherein said coded data is: a location of multiple locations selectable from said display screen, and said location corresponds to said individually selectable item which item is displayed along with other user selectable items,

(iv) by utilizing said wireless communications interface said data entry unit is operable to transmit via said antenna data relating to a selection of a item of said plurality of user selectable items which correspond to products to a remote processing center for requesting a product corresponding to said selected item, and

(v) subsequent to a said transmission said data entry unit is operable to receive information relating to a said request from a remote processing center via a telecommunications network to display on said display screen; and

(I) wherein further said data entry unit is configured to receive input of user readable characters including alphabetic characters via user input, wherein

(i) said display screen is operable to display a plurality of said characters in response to user input;

(ii) said data entry unit is configured to receive via user input a sequence of said characters in order to build up text which includes a plurality of alphabetic characters, wherein said display screen is operable to display said built up text; and

(iii) said built up text makes up a code which corresponds to a user selectable item, wherein said data entry unit is programmed to utilize a said code to retrieve information for said corresponding item to display on said display screen for a user.

67. A merchandising system comprising a portable data entry unit according to claim **66**, wherein said sensor is a touch sensitive screen device.

68. A merchandising system comprising a portable data entry unit according to claim **66**, wherein a said code corresponds to a product available for purchase.

69. A unit or handset according to any of claim **1**, **18**, **23**, **26**, **30**, **33**, **48**, **56**, or **66**, wherein to be operable to display user selectable items, or information related thereto, in addition to receiving or downloading information or user selectable items from a remote source utilizes information other than from a remote source, such as pre-stored information and/or information from read only memory or other sources.

70. A merchandising system comprising a portable data entry unit according to claim **66**, additionally comprising: a camera, wherein said camera is operable for use to capture a plurality of data for storage for later user access, wherein said data is an image or a representation of an image.

71. A merchandising system comprising a portable data entry unit according to claim **66**, wherein said unit is operable in conjunction with a television display device, wherein said unit is operable to select an item of a plurality of items from a display of a television display device.

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